

Halle Hartner

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EDUCATION

Kansas State University, Manhattan, KS

Bachelor of Science in Business Administration

Majors: Professional Strategic Selling and Marketing

Expected Graduation: May 2026

GPA: 3.66

Arts & Culture Study Abroad - Orvieto, Italy Kansas State University Abroad

May 2024 - July 2024

- Completed 6 credit hours in a summer study abroad program including Italian language and food and wine.

EXPERIENCE

Front Desk Staff/Program Assistant - Manhattan, KS

January 2022- Present

National Strategic Selling Institute, Kansas State University

- Host at least three groups of three to 20 prospective new students per semester, educating them on the value of a sales education and answering any questions
- Assist two professors with coordinating Corporate Partners benefits including competitions, company-branded events, lunches, and classroom presentations
- Coordinate the NSSI canvas page and schedule events throughout the Sales Program

The Feathered Nest -Belleville, KS

October 2017-Present

Sales Associate and Marketing Coordinator

- Consistently provide exceptional customer service and product knowledge while effectively communicating the unique value propositions of the stores' offerings, resulting in increased revenue and customer satisfaction.
- Coordinate events from conception to execution, ensuring seamless coordination of logistics, vendors, and guest experiences.
- Leverage social media platforms to develop and implement effective online marketing strategies, resulting in significant audience engagement, increased brand awareness, and measurable growth in online presence

Therapeutic Wellness - Manhattan, KS and Belleville, KS

January 2021-February 2023

Marketing Intern

- Established a new branding strategy and marketing campaigns on social media pages including Instagram, Facebook, and LinkedIn, increased following by 20%
- Designed and developed marketing materials including rack cards, business cards, newspaper ads, and flyers using Canva, for materials at conferences and networking events

INVOLVEMENT

National Strategic Selling Institute (NSSI), Manhattan KS

Sales Team Member

May 2023-Present

- Advanced to the semi-finals at the 2024 National Collegiate Sales Competition, placing 9th out of 137 competitors
- Earned a position as 1 of 8 students through a company-sponsored role-play and interview process
- Attend weekly coaching sessions to enhance sales understanding and improve personal selling skills through role play scenario

Learning Assistant for Cat Community

February 2023-Present

- Provide mentorship for 20 freshmen interested in furthering their involvement in the NSSI
- Attend training sessions that provide insights on one-one conversations, BEDI, and FERPA.
- Assist the professor in developing course materials on Canvas and plan classroom curriculum events

Gamma Phi Beta Sorority- Financial Chair

August 2022-Present

- Develop and manage a \$84,864 budget ensuring efficient allocation of funds for the 2024- 2025 fiscal year
- Oversee financial accounts for 136 members, clearly communicating statements and deadlines for dues and expenses
- Actively participate in weekly executive meetings and operate the financial management system for effective financial tracking

HONORS/ AND AWARDS

Vanier Business Administration Scholarship

Mechsner K-State Legacy Scholarship

Edward Jones Sales Competition Winner

Kansas State University Honor Roll